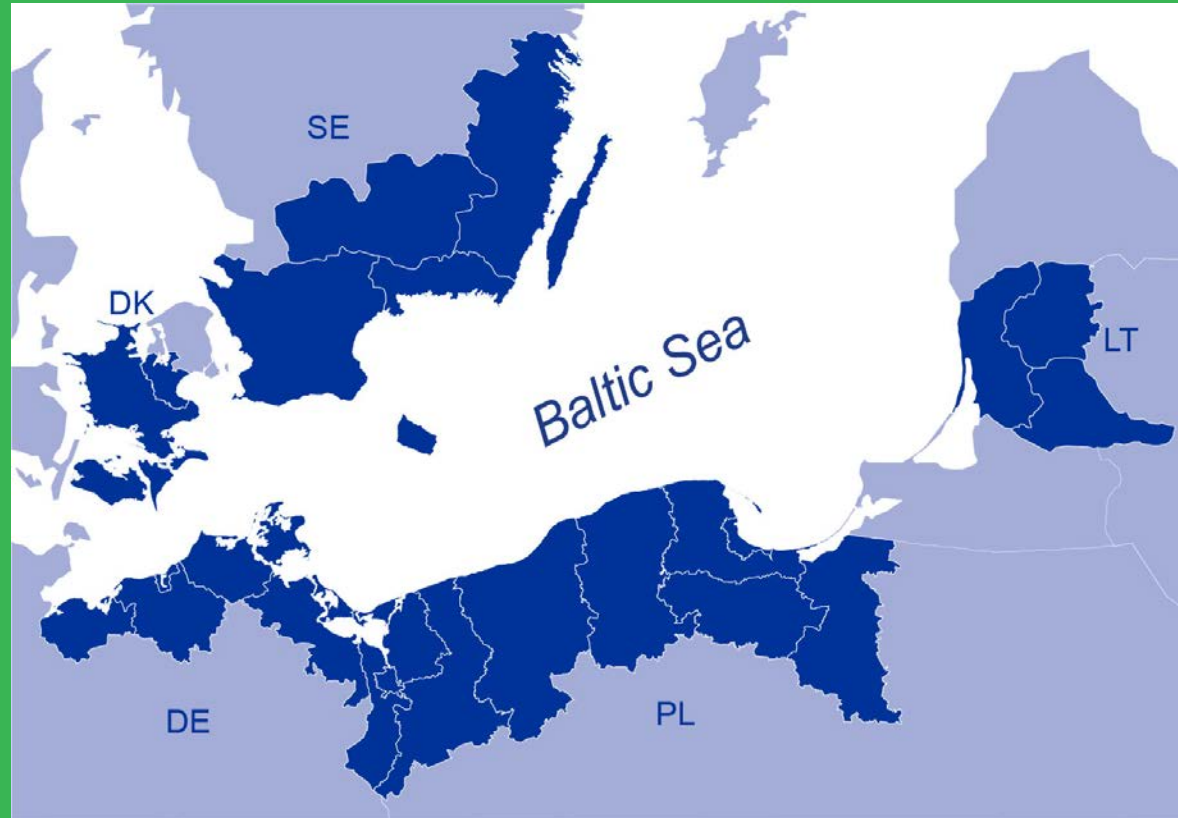


The Food Innovation Toolbox



Version 171220



FOOD INNOVATION CAPACITY IN SMEs IN THE SOUTH BALTIC REGION

Innovation definitions OECD (radical or incremental)

Product innovation:

A good or service that is new or significantly improved. This includes significant improvements in technical specifications, components and materials, software in the product, user friendliness or other functional characteristics.

Process innovation:

A new or significantly improved production or delivery method. This includes significant changes in techniques, equipment and/or software.



Organisational innovation:

A new organisational method in business practices, workplace organisation or external relations.

Marketing innovation:

A new marketing method involving significant changes in product design or packaging, product placement, product promotion or pricing.

Adopted from FoodNationDenmark

FOOD **INNOVATION** CAPACITY IN SMEs
IN THE SOUTH BALTIC REGION

Do we have a clear innovation strategy?

SEARCH

How can we find opportunities for innovation?

SELECT

What are we going to do - and why

IMPLEMENT

How are we going to make it happen?

CAPTURE

How are we going to get the benefits from it?

Do we have an innovative organisation?

**FOOD INNOVATION CAPACITY IN SMEs
IN THE SOUTH BALTIC REGION**

Developing approaches – From SME projects to -partnerships:



FOOD INNOVATION CAPACITY
IN THE SOUTH BALTIC REGION

TOOL#1 The Foodsector /-cluster Valuechain



SBFOODINNO.eu
Developing food innovation capacity
in the South Baltic Region

Primary production

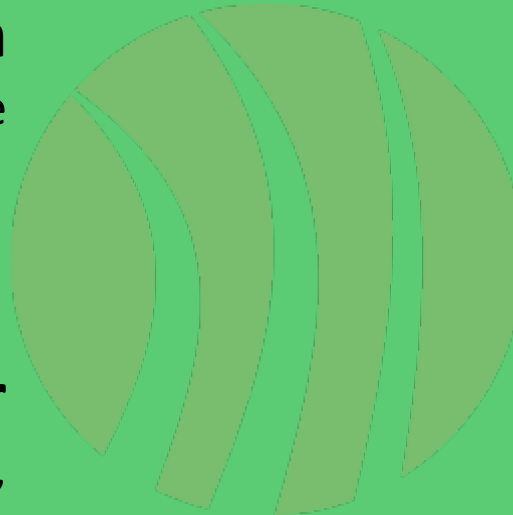
Agriculture, fishing, huciculture

Research & Innovation

Research, education & couns. institutions

Gastronomy & the Consumer

Retail, consumers, restaurants, authorities,
tourism & other related industries



Ingredients Industry

Prod of enzymes, cultures, other

Processing Industry

Prod of food, beverages, animal food

Food Technology

Prod of machines, technology & equipment

Adopted from FoodNationDenmark

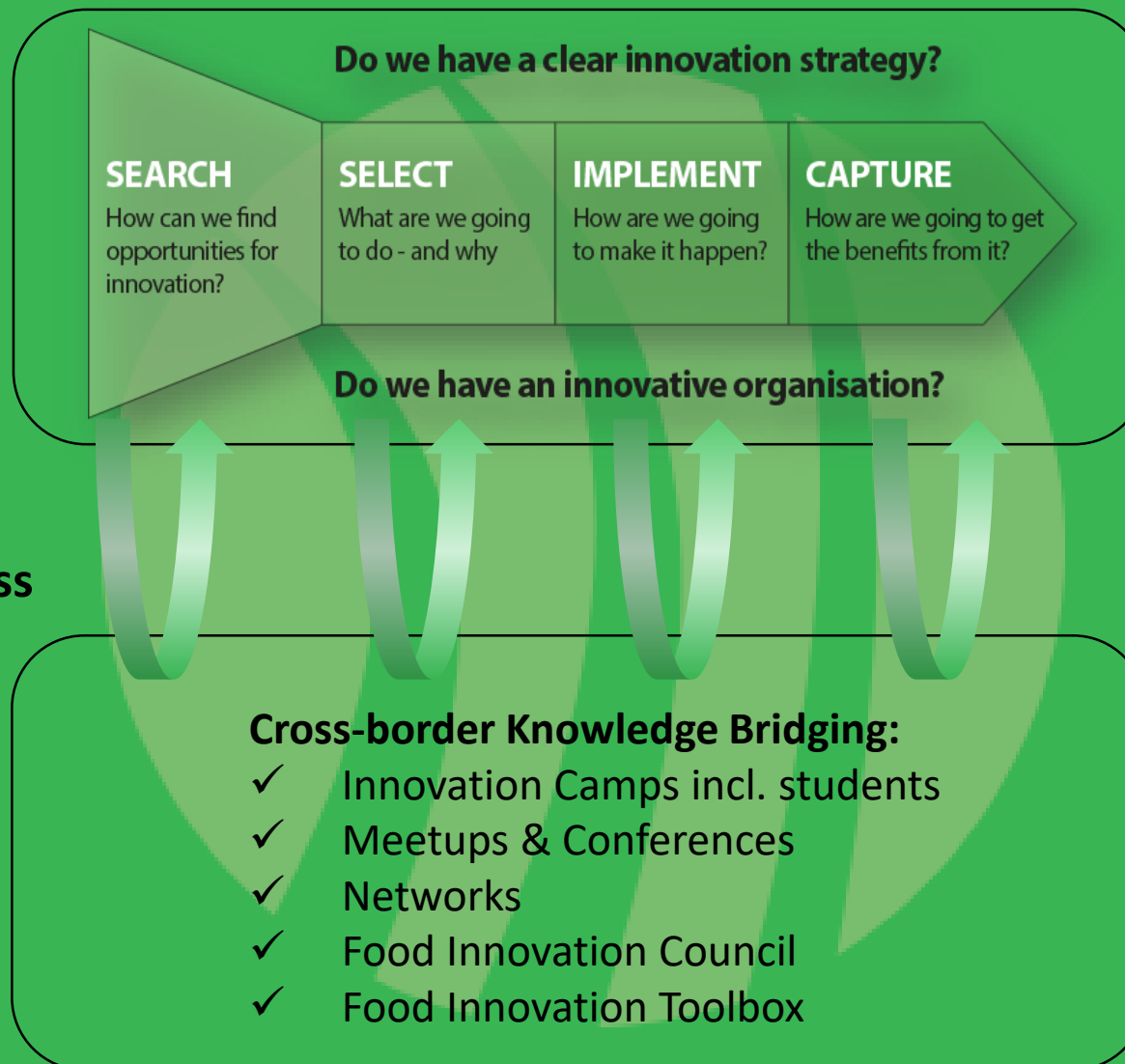
FOOD INNOVATION CAPACITY
IN THE SOUTH BALTIC REGION

TOOL#2 Knowledge Bridging Model

**Innovation phases:
Food SMEs in the
South Baltic Region (SBR)**

**Touchpoints depending on
the SME innovation readiness**

SBFOODINNO.eu
Innovation Activities



**Outcome: Strengthen
Innovation Capacity
in SMEs in the SBR**

My Notes

My Notes

My Notes

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